Ruth Bryan Owen Will Lecture

VOLUME X

Annual Aggie Rodeo Staged Here Friday

Senior Livestock Judging Team Will Be Sent To American Royal

ASME Society Makes Plans

Hardgrave Lectures On Advantages Of Tech Organization

New Members Of Chapter Initiated

embers were initiated into Luker Collegiate chapter butter Farmers of America gular meeting Monday at in the stock judging payl-Strickland, vocational agreecher at Tahoka, and As a benefit for the Lubbo

Tags Being Sold For Band Benefit

Tech Livestock Judgers Howard Reed United States Minister

Five Aggies Will Enter American Royal Contest Next Saturday; Fifteen Colleges Compete

Six Extension Courses Begun

McKay, Cawley, Holden, Garlin Organize New Night Classes

Formal Dedication Of Dorms Delayed

To Play Tuesday

Plans Made For Annual Aggie-Home Ec Party

Twenty-One Assistants Named For 1935 La Ventana

SPES To Apply For Are Offered Local Chapter Of National Society

Reception By Dr. Knapp For Faculty Is Delayed

Enter Kansas City Meet Selects Seven To Speak Here Saturday

Staff Editors Ruth Bryan Owen Speal On First Program Of Artist Course

By JOSEPHINE POWELL

McElva Resigns As Band Manager

Appears Here



Dramatic Club **Chooses Head**

Sock And Buskin Name Clay Thompson As President

Tiles Tingle As **Dormitory Girls** Sing At Bathing

Former Yearbook Editor Is Author Of Sketches

Student Prexy Calls Meeting For Tonight

Substitute For Bonfire Is Planned; New Council To Be Installed

Tech To Go On Air Each Week

First Program Will Be Broadcast Monday Over KFYO

Enrollment Soars To 2,409 Tuesday

Reptiles Creep In Tech Print Plant

New Courses

Industrial Degrees. Now Given; Also Training For Shopmen

Home Ec Girls Get Teaching Positions

Yearly Plans For Debate

Club Discussed Tuesday

Carved Words, Mottoes, And Images Of Immortal Men Adorn Ad Facade

St. Mary's Calif., Oct. 17.—Charg-ing that the food put before them was "unwholesome and not fit to eat," students of St. Mary's college last week voted to continue a pro-test strike against dining accomo-

The Toreador

OFFICIAL STUDENT PUBLICATION OF THE

Texas Technological College Lubbock, Texas

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David Rutledge	Business	Manager

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George Gable, Carroll McMa	
trin Halt Patty Piggall I D	

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Only The Beginning

WITH almost 800 first year students enrolled in this institution—some of them brilliant, a great many mediocre, and a few below standard—it is altogether proper to caution them, to inform them, and if possible, to guide them in their pursuit of higher learning.

Freshmen, you are beginning your twelfth year of educational work. Many of you upon graduating from junior high school felt intensely the great knowledge you had absorbed, and no doubt, believed that when you graduated from high school, you would have all the knowledge you could learn, and all you would need to mea sucess in this world. But today the earmarks of success and education are more than a high school diploma. It is at least four years of college training with a great deal of practicality and common sense combined with it.

Now you are in college, signifying your belief that more education is necessary. This is only the beginning. You are on the brink of a great world of knowledge, and it is up to you and you only as to how fully you will profit by it. Science is only in its infancy. Engineering miracies have just come into being. The agricultural set-up needs re-organization. Better homes need to be instituted. These branches of learning have only been tapped—it is just the beginning and the world is waiting for more leaders to carry on.

More knowledge of these branches of life

Defacing Property

THERE are two new buildings on the campus of which every student, ex, and alumni, is extremely proud. They are beautiful on the outside and even more elaborate on the inside.

These two dormitories were made possible by a Public Works Administration loan, while the other buildings on the campus were built and equipped by the taxpayers of this state. None of these buildings are old in comparison to buildings on other state college campuses but to look on the inside of the Ad building, one would think it had survived a knife-cutting contest!

Names, initials, figures, and slashes have been carved in the stone slabs on the stairways. From appearances, cave dwellers might have lived there instead of a civilized people intermittently going back and forth.

These buildings belong to our fathers and

ONE WORD MORE

BY JAMES ETHRIDGE



STUDENT FORUM

Current Comment

Prexy's Paragraphs BY BRADFORD KNAPP



HAIL! HAIL! TWO DICTATORS of the BOYS' DORM (they

HAIL! HAIL! TWO DICTATORS of the BOYS DORM (they
appointed themselves). They are
FRANK FELLOWS and WILLIAM
TELL GILMORE.
And a new POLITICIAN UNELL who got JANET HAMBRIGHT
elected RODEO QUEEN, but it
was only by a NOSE, mind you.
It looks as if Lewis KERR, the
big oil and gas man, has gone into the HERMIT STAGE since
TADDY BIHL is not in school.
Have we been MISINFORMED,
RULY DORIS JOHNSON.
ADDIE BROWN BENTON, se
WHACKER BARTON.
ADDIE BROWN BENTON, is it
possible to have TRREE FLAT
THES in one evening? Do you
wish to prove this by DAVID
RULTEDGE?
LARRY (LEFTY) SOLLIS
SHAVES would cost TWO BUCKS
apiece if he didn't SHAVE himself,
Why didn't BETTY ROSS and
ELEANOR HALBERT, the two
Plainview HOT SHOIS, stay in
TECH is gifted with an AL
SMITH; none other than MR.
CHARLES STILL who POSITIVE
LY CRAVES to hold any OFFICE
CHARLOTTE RATLEFF and PINREY CRAWFORD have AGREED
IN DISAGREE.
THE CHOICE OF THE STUDENTS for CHAMPION BLA-BLA
HATIST IS SARAH (SUEY)
STEWART who is second only to
the RENOUNED GRACIE AL
LEN.
Have you mat GENE ORTIZ.
EECH'S most VERSATILE FISH.*

SHOCK TROOPER" CLARK TO
A CRISP?
BILL (JOE PENNER) DAVIS
IS SHIL HUNTING ADUCK.
THE AGGIE RODEO WAS A LUTHE AGGIE RODEO WAS A LULA See GENE DUBBERLY ORIDE A STEER."

PETE'S RED DEVIL'S scraped
the LUSTRE off the GOLDBUGS
IN THE AGGIE RODEO WAS THE
TWO FISH CLERK SECTION
THE AGGIE RODEO WAS A LULA SEE GENE DUBBERLY ORIDE AS TIER."

SET THE AGGIE RODEO WAS A LUTHE AGGIE

Franklin Roosevelt, Jr. Is Student At Harvard

Cambridge, Mass., Oct. 17.—G.
Greene, janitor of Weld Hall on
Harvard campus, was helping
o students hang pictures on their
il last week when the mother of
of them entered the room to
pect it.

BROADWAY THEATRE

Friday and Saturday (First Time In Lubbock) "BOMBAY MAIL"

PREVIEW SATURDAY NITE—SUN.MON.TUES.
"First Time In Lubbock"
"THE FOUNTAIN" with ANN HARDING An RKO Picture



CAMPUS ECHOES

Lubbock

Lubbock

Sanitarium & Clinic
Dr. J. T. Kruger
Surgery and Consultation
Dr. J. T. Hutchinson
Eye, Ear, Nose and Throat
Dr. M. C. Overton
Diseases of Children
Dr. J. P. Lattimore
General Medicine
Dr. F. B. Malone
Eye, Ear, Nose and Throat
Dr. J. H. Stiles
Surgery
Dr. H. C. Maxwell
General Medicine
Dr. Jerome H. Smith
X-Ray and Laboratory
Dr. Olan Key
Obstetrics
Dr. J. S. Stanley
Urology and General Medicin
C. E. Hunt
J. H. Felte

SUN SPOTS AND WEATHER

Athelete's Foot

FOR COLLEGE

Get a New Royal Portable









AFTER EVERY CLASS IT RINGS THE BELL!





Las Chaparritas Have Annual Open House Saturday Evening

Reception Given In Home Of Dr. And Mrs. J. T. Hutchinson

Guests At Dinner To Teach Girls

Work Is Outlined At Forum Meeting

College Calendar

WAA Has Meeting Friday Afternoon

Las Vivs Entertain Junior Council

Orientation Classes Will Be Divided Into Six College Groups



Buy Your Jacket And Have It Lettered

We will put a Texas Tech Matador seal on the back of your jacket free—We have all the best jackets in leather and suede—

Caprock Uniform Co.

815 Broadway

Student Body Is Guest Of Council At Women's Dorm

Wranglers Have Informal Smoker

DR. ROGERS
Sweet Air Dentist
Conley Bldg.
50 percent off to all Tech Students

Bdwy. and Texas Ave.

"He Does Not Hurt"

DR. CLYDE C. CRAIS Dentist

Cleaning---

--- Pressing

All Work Guaranteed Located For Your Convenience

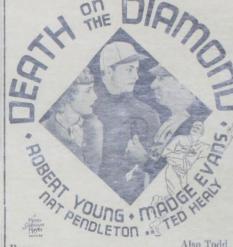
COLLEGE TAILORS 1109 College Ave. Bystanders Weep As Tear FOREIGN STUDY DESCRIBED Gas Bombs Are Hurled New York, Oct. 17.—The French

Going to a show or dance? YOU be the leading lady in these fashions



Jarett's Cinderella Shop

alace Fri. & Sat.

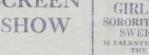


Para News

STAGE AND

SUN.-MON. ON THE SCREEN

SCREEN



ALL
GIRL SHOW
SORORITY
SWEETHEARTS
16 TALENTED PEOPLE ON
THE STAGE
BOMNIE ADPLE'S
Sophisticated Ladles
ALL GUR, BAND
BURKHARDT SISTERS
Platinum Blonde Dancers
NOVELTY DANCERS
JIMMIE VAN
Master of Ceremonies
Comic Extraordinary

—SCREEN— Russ Columbo Roger Pryor June Knight

"WAKE UP AND DREAM'

-Also-POPEYE and NEWS

ranger Rough Cut I'm glad I live in a country where a dime is money -and where I can get good pipe tobacco" THE tobacco which we believe is best suited

for pipes is used in making Granger Rough Cut. It is made by the Wellman

Process, and we believe that it will compare favorably with higher priced tobaccos.

We wish, in some way, we could get every man who smokes a pipe to just try Granger.

LIGGETT & MYERS TOBACCO CO.

© 1934, LIGGETT & MYERS TORACCO C

. . in a

common - sense

package — 10c

_folks seem to like it

the pipe tobacco that's MILD

the pipe tobacco that's COOL



Fish Tangle With Kimbrough's Amarillo Badgers Saturday

Picadors Will Seek Third OCU Goldbugs | Meet McKeever | Win Over Amarillo Team Bow To Texas

Coach Ballard's Char Primed For Second Grid Conflict

sevelt Assures Aid To Distressed Schools





Tech Gridders

oner Team Weakens In Fourth Quarter As Matadors Click



er.		
The star	ting line-ups:	
Tech	Pos.	O. C. I
Primm	L. E.	Mos
Browning	L. T.	Bret
W. Wilson	L. G.	Wad
Fortner	C.	McDanis
Nichols	R. G.	Tuttl
Morris	R. T.	Klei
B. Gilmore	R.E.	Jone
Duvai	Q. B.	Swoo
Neill	L. H.	Case
McElroy	R. H.	Pipe
	F	Bonver

	TD I	T	S	rp
McKeever	3	0	0	18
Neill	. 2	1	0	13
M. Harris	2	0	0	12
Dowell	1	0	0	6
McElroy	1	0	0	6
Davis	0	5	0	
Spears	0	0	2	4
B. Gilmore	- 0	0	1	2
FRESH	MEN			
Wilson	2	0	0	12
Smith	1	()	0	- 6

NO SMOKING ALLOWED

Season Scoring Intramural Basketball Practice Gets Underway; Two Leagues Formed

Levine's----Suits



Special This Week New Fall Suits \$14.77 Extra Trousers \$1.89

Priced For Action

ional low price beginning Thurs day, October 18. Your choice of ore

LEVINE'S



"It's toasted"

with only the clean center leaves-these are the mildest leaves-they cost more-they taste better.

Picadors Win From Canyon In Mud Battle

Freshmen Chalk Up First Victory Of Season By 18-0 Score

Labbook.

Emily was arrested several days ago after a Riverside banker, who lad just read about the goings—on fa "son-of-an-alumnus," was approached by him.

Emily was arrested several days ago after a Riverside banker, who had just read about the goings—on fa "son-of-an-alumnus," was approached by him.

Monkey Ears, Flat Feet, Show Criminal Tendency of a "son-of-an-alumnus," was approached by him.

West, Santa Claus And John Keats Alaskan Indian Enrolls In Institute Of Technology

Among the Alumni

College Alumni Are Dupes Of Man Who Poses Under Alias

Los Angeles, Oct. 17.—A broad accent does not go well with a cent does not go well with Texas prison record.

Nor do five allases, all "juniors."

Tests Reveal Seniors
Dumber Than Freshmen

New York, N. Y., Oct. 17.—To determine the quality of the mind trained by a four-year college course the Carnegie Foundation for the Advancement of Teachilley to point to the portrait of Hulley to point to the portrait of Browning, James Rusell L. Huntington, W. Va., Oct. 17.— Halley to point to the portrait of Browning, James Rusell L. Huntington, W. Va., Oct. 17.— Halley to point to the portrait of Browning, James Rusell L. Huntington, W. Va., Oct. 17.— Halley to point to the portrait of Browning, James Rusell L. A few findings resultings from in-

PEN REPAIR **SERVICE**



We maintain a service for repair on fountain pens, such as Straighten Point, Adjust Ink Flow, Replace Sac, Clean and Polish.

Bring us your pen troubles . . . we will be glad to furnish prices on any re-

We engrave names on pens and pencils

BOOK! FORE

In 8 Out of 10 Homes

Lighting is totally inadequate for good seeing-American homes need better light—Tests now reveal the urgent need for stronger (higher wattage) lamps in almost every home.

We suggest that you read the engaging new story of "Better Light-Better Sight." You can secure a copy of this book at our local office absolutely free -Ask for the story of "Old Eyes in Young People."

Texas Utilities Co.

WHEN YOU'RE TOO TIRED TO THINK GET A LIFT WITH A CAMEL! TUNE IN! CAMEL CARAVAN with Glen Gray's Casa Loma Orchestra, Walter O'Keefe, Annette Hanshaw, and other Headliners — over WABC-Columbia Network. TUESDAY . . 10 p.m. E.S.T. 9 p.m. C.S.T.—8 p.m. M.S.T. 7 p.m. P.S.T. 8 p.m. C.S.T.—9:30 p.m. M.S.T. 7 p.m. P.S.T.

You will like this delightful way of "turning on" your flow of energy. Whenever you feel "played out," try this convenient way of ironing out fatigue and increasing your energy: Light a Camel. Soon you will enjoy a definite "lift"...an upturn in energy...and in good spirits. Smoke Camels all you wish. Camels are made from finer, MORE EXPENSIVE TOBACCOS and never interfere with healthy nerves.

SPORTS WRITER. (Left) Pat Rob

ALL TOBACCO



CAMEL'S COSTLIER TOBACCOS **NEVER GET ON YOUR NERVES!**

Go Smartly About The Campus In A "NELLY DON"

5.95 to 10.85 £

Hemphill-Wells Co.

Co-ed's Shopping Headquarters

PAUL BARRIER, MGR

Smart

New Undies

At Popular Prices

Panties Brassieres

Eyes That See Right Are Priceless



Broome Optical Company

Tech Press Club To Meet Monday

U. S. Minister

\$30-\$40-\$50-\$60 UNDELIVERED TAILOR-MADE SUITS and O'Cont \$19.50 your choice

Pup Thomas 1011 Main Street

Clubs To Have Affair Sunday

Campus Organization To Entertain At Seaman Hall For Students

Montag's

Personality Stationery

Your Monogram or Name and Address Stamped in Gold, Silver or Color, while you wait

59 CENTS

Select Yours Today

Ten Styles To Select

MEET YOUR FRIENDS AT Mayetta Beauty Shop Everything In Beauty Culture



ROTHMOOR COATS

You'll hear a regular chorus of "Who is she?" the very first time you wear it. It's that kind of a coat - luxurious zestful - cleverly original

\$3950 to \$12950

Craig-Gholson Co.

Fair enough.

FROM time to time we tell you facts about Chesterfield Cigarettes.

We say that Chesterfields are different from other cigarettes-that the tobaccos are different, the paper is different, and the way they are made is different.

Everything that modern Science knows

about or that money can buy is used in making Chesterfield a milder, better-tasting cigarette—a cigarette that Satisfies.

You can prove what we tell you about Chesterfield. May we ask you to try them -that would seem to be fair enough.

